

# WAIA Detailed Brief

## Project Description

The following short brief can be used in listings for the project

Project is to create an original website design and deliver as a WordPress theme to the client.

## About the client

WAIA is a not-for-profit organisation founded in 1995 to support and represent the interests of the internet community in Western Australia.

## Project Vision

We are looking for a **clean and modern** web design that befits our technical organisation and members.

Members of the public should be able to visit our website and quickly and easily find what they're looking for - so there is an emphasis on **readability**.

Given our technical audience, we expect a large number of page views will come from mobile devices - so a **responsive layout** is essential.

## Engagement

A detailed brief is provided which is essential reading and should answer any questions.

We want the best possible outcome, and are keen to discuss any suggestions or clarifications you may have through this process.

Following is the detailed brief for the WAIA website redesign.

- [Client Overview](#)
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## Client Overview

Western Australian Internet Association Inc. (WAIA) is a not-for-profit organisation founded in 1995 to support and represent the interests of the internet community in Western Australia.

The organisation represents its members as part of industry and government discussions, as well as offering a code of conduct for its members and providing mediation between members.

Additionally, WAIA runs a number of public discussion and presentation events throughout the calendar year.

In addition to its role representing internet users in the region, it operates internet traffic exchanges nationwide for its members under the brand "IX Australia".

## Project Outcome & Deliverables

We are looking to replace our existing content management solution with a self-managed Wordpress solution.

Successful completion of this project will:

- Deliver an original website design implemented as a WordPress theme
- Satisfy all requirements outlined in this brief
- Provide any and all source files used to generate the final product (for example: photoshop art, un-minified javascript or css, build scripts)
- Deliver a single example page demonstrating the design for each of the "Site Content & Structure" (example copy available as "Reference Example")

WAIA will be managing the production WordPress instance, and will be responsible for the installation of delivered theme files and creation of page content.

Please note that This project does not cover redevelopment of the IX Australia branded website.

# Identity & Vision

The organisation has a logo, but no detailed identity guide for its branding.

We are looking for a **clean and modern** web design that befits our technical organisation and members.

Members of the public should be able to visit our website and quickly and easily find what they're looking for - so there is an emphasis on **readability**.

Given our technical audience, we expect a large number of page views will come from mobile devices - so a **responsive layout** is essential.

## Technical Requirements

- Design must be implemented as a theme that is compatible with WordPress 4.2.2
- Theme must support PHP 5.5
- You may use modules that are not included in WordPress core, however must approve them with the client first
- Responsive layout to enable viewing on common mobile devices

## Site Content & Structure

To provide guidance in the design process, here is an indicative list of the content that will need to be styled for the website:

Section	Intent & Content	Reference Example
Home Page	Entry point into the most popular and recent content:  1. Recent blog entries (full or listed, dependant on design) 2. Graphic links for the following: a. Members Portal b. Social Media accounts (Facebook, Twitter) c. Member Benefits	(Bad Example) <a href="https://www.waia.asn.au/">https://www.waia.asn.au/</a>
News	Blog-style postings of news from the organisation	<a href="https://www.waia.asn.au/news/request-member-submissions-data-retention-faq">https://www.waia.asn.au/news/request-member-submissions-data-retention-faq</a>
Events	Provide a list of upcoming and recently past events, links to further detail and RSVP.	(Single Event) <a href="https://www.waia.asn.au/node/132">https://www.waia.asn.au/node/132</a>
About Us	Provide a bio of the organisation, it's activities and goals.	<a href="https://www.waia.asn.au/about">https://www.waia.asn.au/about</a>
• Executive Committee	List the current elected office bearers of the association and their portfolios, including photos where possible.	<a href="https://www.waia.asn.au/node/4">https://www.waia.asn.au/node/4</a>
• Constitution	The governing rules of the organisation, readable online or available for download via the "Resources" page.	<a href="https://www.waia.asn.au/node/83">https://www.waia.asn.au/node/83</a>
Membership	Provide detailed information about membership classes and direct people to our online signup process.	<a href="https://www.waia.asn.au/membership">https://www.waia.asn.au/membership</a>
• Our Members	A list of members of the organisation	<a href="https://www.waia.asn.au/membership/current">https://www.waia.asn.au/membership/current</a>
• Member Offers	List benefits and any special offers available to members.	<a href="https://www.waia.asn.au/node/127">https://www.waia.asn.au/node/127</a>
Resources	A list of policy documents available for download as PDF	<a href="https://www.waia.asn.au/resources/arbitration-policy">https://www.waia.asn.au/resources/arbitration-policy</a>

Media	Provide a one-stop resource for media outlets, specifically: <ul style="list-style-type: none"> <li>• Logo resources and usage (identity guidelines)</li> <li>• Media contact details</li> <li>• A list of press releases by date available for download as PDF</li> </ul>	<i>This is a new section for us</i>
Contact Us	Contact details for the organisation and web form for contacting.	<a href="https://www.waia.asn.au/contact">https://www.waia.asn.au/contact</a>

## Additional Resources

1. Current Website: <https://www.waia.asn.au/>
2. WAIA Logo: [http://content.waia.asn.au/final\\_logo.svg](http://content.waia.asn.au/final_logo.svg)